

IN THE CLAIMS:

Sub A1
1. A method of passing demographic information between computers, said method comprising the steps of:

5 accessing, in response to a hyperlink transfer request generated by a computer operator at an end-user computer, a remote site information repository to identify a remote site destination address;

associating said computer operator with demographic information;

10 combining said demographic information with said remote site destination address to form a demographic hyperlink transfer request;

passing said demographic hyperlink transfer request to said end-user computer; and

15 redirecting said demographic hyperlink transfer request from said end-user computer to the remote computer specified by said remote site destination address.

2. The method of claim 1 wherein said accessing step includes the step of accessing said remote site information repository to identify a remote site encryption key.

Sub A2
20 3. The method of claim 2 further comprising the step of encrypting, after said associating step, said demographic information with said remote site encryption key to form an encoded demographic signal.

4. The method of claim 3 wherein said combining step includes the step of combining said encoded demographic signal with said remote site destination address
25 to form said demographic hyperlink transfer request.

5. The method of claim 4 further comprising the step of decrypting, at said remote computer, said encoded demographic signal with said remote site encryption key to obtain said demographic information.

6. The method of claim 5 further comprising the steps of:

creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information; and

5 passing said demographic-tailored reply to said computer user at said end-user computer.

Sub A3
7. A method of passing demographic information between computers, said method comprising the steps of:

10 connecting an end-user computer to an entry site computer with an authentication operation identifying the computer operator on said end-user computer;

generating, at said end-user computer, a hyperlink transfer request to a remote site computer;

15 accessing, at said entry site computer, in response to said hyperlink transfer request, a remote site information repository to identify a remote site destination address and a remote site encryption key;

associating, at said entry site computer, demographic information characterizing said computer operator;

20 encrypting said demographic information with said remote site encryption key to form an encoded demographic signal segment;

combining said encoded demographic signal segment with said remote site destination address to form an encoded demographic hyperlink transfer request;

delivering said encoded demographic hyperlink transfer request to said end-user computer; and

25 redirecting said encoded demographic hyperlink transfer request to the remote computer specified by said remote site destination address.

8. The method of claim 7 further comprising the step of decrypting, at said remote site computer, said encoded demographic signal segment with said remote site encryption key to obtain said demographic information.

5 9. The method of claim 8 further comprising the steps of:

creating a demographic-tailored reply to said hyperlink transfer request based upon said demographic information; and

passing said demographic-tailored reply to said end-user computer.

10 10. The method of claim 8 further comprising, prior to said connecting step, the step of registering said computer operator at said entry site computer, said registering step including the step of said computer operator providing said demographic information to said entry site computer.

15 11. A method of passing demographic information between computers, said method comprising the steps of:

associating a computer operator at an end-user computer with demographic information;

preparing a reply page with a hyperlink hot spot;

20 combining said demographic information with a remote site destination address for said hyperlink hot spot to form a hyperlink transfer request associated with said hyperlink hot spot;

passing said reply page to said end-user computer; and

25 selecting said hyperlink hot spot on said reply page such that said hyperlink transfer request is passed to the remote computer specified by said remote site destination address.

12. The method of claim 11 wherein said combining step includes the step of encoding said demographic information.

13. The method of claim ~~12~~ further comprising the step of decoding said demographic information at said remote computer.

14. A method executed by a computer under the control of a program, said
5 computer including a memory for storing said program, said method comprising the steps of:

storing in said computer a list of remote site destination addresses;

receiving in said computer demographic information corresponding to a
computer operator;

10 matching, in response to a hyperlink transfer request generated by said
computer operator, a transfer address with an address in said list of remote site
destination addresses to form a remote site destination address;

combining said demographic information with said remote site destination
address to form a demographic hyperlink transfer request; and

15 passing said demographic hyperlink transfer request to said computer
operator at an end-user computer, such that said end-user computer accesses the
remote computer specified by said remote site destination address.

15. The method of claim 14 further comprising the step of storing in said computer a
20 list of remote site encryption keys corresponding to said remote site destination
addresses.

Sub A5
16. The method of claim 15 further comprising the step of encrypting, after said
matching step, said demographic information with a selected remote site encryption
25 key to form an encoded demographic signal.

17. The method of claim 16 further comprising the step of combining said encoded
demographic signal segment with said remote site destination address to form said
demographic hyperlink transfer request.

18. A computer readable memory that can be used to direct a computer to function in a specified manner, comprising:

a list of remote site destination addresses stored in said memory;
demographic information on a computer operator stored in said memory; and
executable instructions stored in said memory, said executable instructions

including:

(1) instructions to match a transfer address from a hyperlink transfer address with a selected remote site destination address in said list of remote site destination addresses;

(2) instructions to combine said demographic information with said selected remote site destination address to form a demographic hyperlink transfer request; and

(3) instructions to pass said demographic hyperlink transfer request to said computer operator at an end-user computer, so that said end-user computer can access the remote computer specified by said remote site destination address.

19. The computer readable memory of claim 18 further including a list, stored in said memory, of remote site encryption keys corresponding to said remote site destination addresses.

20. The computer readable memory of claim 19 further including instructions to encrypt, after step (1), said demographic information with a selected remote site encryption key to form an encoded demographic signal.

21. The computer readable memory of claim 20 further including instructions to combine said encoded demographic signal segment with said remote site destination address to form said demographic hyperlink transfer request.